

choice EDITOR'S

"It started with a project at our church where the children were making cards for 122 elderly people. I was inspired by Consultant Wilma Liebenberg who was selling 67 Annique teas on Facebook. I thought to myself, Resque Camphor Cream is my "Pot of Gold" and I could sell these and use the proceeds for a gift for each elderly person to go with the card. I made and sent out an advertisement on 17 July, but I did not tell anyone except my husband the reason behind selling the Camphor Creams. My husband, and my biggest supporter, bought 10 Resque Camphor Creams and donated it back to me. By the evening of 17 July I still had 36 Camphor Creams left to sell so I decided to challenge businesses to buy 10 for their employees and their clients. One client bought 10 Camphor Creams and when I told him the special reason behind the drive he made a payment of R2 000. Another client wanted more information on what I was doing and, when I told her, she bought 20 Camphor Creams and donated 10 back to me. After that, the orders just came rolling in. I phoned the Sunday school teacher that Saturday afternoon and told her what I was doing. I ordered 75 Camphor Creams on Sunday, 19 July but it did not stop there, people were sharing my advertisement all over. The orders kept coming in and in the end, with the ones I had on stock and those I bought I ended up selling 133 Resque Camphor Creams. I had Camphor Creams delivered in Vryburg, King Williams Town and even Marble Hall.

Annique's Editor's Choice is a monthly Replique article that recognises those Consultants who go above and beyond in their businesses; those who

breathe new life into old practices and pursue challenges with vigour. **This month we are recognising Ricky Booyen, from Kimberly, who tells us about a fantastic initiative she spearheaded to give back to the community.**



With the Coronavirus and the new normal, I had to make sure everything was in place and the correct procedures had to be followed. I sterilized 122 pots and the organza bags; I cleaned all the Rooibos teas again and I had to sanitize and clean the table, the plastic on the table, wear gloves and a masque, but I loved it. I even had little stickers made for the Resque pots and even that was sanitized. I wanted everything to be clean and perfect because of the current situation and because it was for elderly people.



I made a video with all the photos my husband took and I thanked each and every person who supported me on this project. I had the most amazing feedback

and then I realized that I did not only make a difference for those elderly people, it was also for the people whom I sent the video to. They did not know what I was busy with but they became part of it. Buying a Resque Camphor Cream, they became part of the difference and change we make in people's lives.



In our own personal lives, Annique lifted me up so much that I cannot describe the blessings we received. Lockdown took a toll on

our 6 year old son and I was really stressed about him, so I was constantly worrying about him and trying to make sure he was okay. As soon as I turned my attention to my project and to the rest of the month with Annique, everything changed. I cannot describe what this has done for me on a personal level.

